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(54) Title: REPROGRAMMABLE TERMINAL FOR SUGGESTING PROGRAMS OFFERED ON A TELEVISION PROGRAM DELIVERY SYSTEM

(57) Abstract

A novel reprogrammable set top terminal (220) for a television program delivery system (200) which suggests programs for viewing is described. The invention relates to methods and apparatus for reprogramming set top terminals (220), and selecting and displaying programs to suggest to subscribers for viewing. The invention is particularly useful in television program delivery systems (200) with hundreds of channels of programming, a menu driven program selection system, and a program control information signal which carries data and identifies the available program choices. Specifically, the invention relates to remote reprogramming of terminal memory and the gathering and analysis of data for selecting programs to suggest to a subscriber. The invention is a terminal which includes a means for receiving incoming signals, a processor (602), memory, and a means to generate menu screens for display on a TV or monitor. Various data gathering and analysis techniques are used to customize selection of programs for display on a menu.

